

**2025**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-204-AEC-2**

**(Case Analysis, Copywriting and Content Writing in English)**

**Full Marks : 50**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

1. Answer **any five** questions : 4×5
- (a) What is the difference between Content writing and Copy Writing? Give examples.
  - (b) What are the essential components of a Case-Based Essay?
  - (c) Write a short note on the importance of writing an effective Headline for web content.
  - (d) What are fonts? Why are they important in an ad layout?
  - (e) What is the purpose of a Problem-Diagnosis Scenario in Case Analysis?
  - (f) Explain the role of SWOT analysis in understanding a business case.
2. Answer **any three** questions : 10×3
- (a) Explain the steps involved in writing an Evaluation Scenario Essay with suitable examples. 10
  - (b) Elaborate on the importance of business research and content analysis. 10
  - (c) Describe the process of conducting Content Analysis based on interviews of opinionated persons and authorities. 10
  - (d) Compare and contrast between inductive and deductive approaches in case study analysis. Which approach is most suitable for business problem solving and why? 5+5
  - (e) Explain in brief on the relationship between Copywriting and Consumer psychology in digital marketing. 10
-